CHIVERS

SELECTED RECIPES

DELIGHTFUL SUGGESTIONS
FOR PARTY AND
EVERYDAY MEALS

No. 20 Créme Framboise

o. 9 Green Mountain

No. 89 Salmon Slices

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1 Loganberry Tuffet

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2 Nut Cream

4 Peach Portions

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CHIVERS JELLIES

Wellcome Library

Whether you serve Chivers' Jellies in plain mould form or as an ingredient in one of the following recipes, you can be sure of a delicious, attractive sweet which will win the praise of your family and guests—and remember, Chivers' Jellies are flavoured with ripe fruit juices.

1 LOGANBERRY TUFFET

1 pt. pkt. Chivers' Jelly (Raspberry)
1 No. 2 tin Chivers' Loganberries
1 small madeira cake
1 small tin condensed milk (unsweetened)

Separate loganberries and juice. Dissolve jelly, using *one half* of the juice with water to make ¾ pint. When almost setting whip until stiff, then fold in milk and half of the loganberries, which have been sieved. Pour a little of the mixture into mould and allow to set, keeping remainder warm until required. Scoop out inside of cake and fill with a little mixture and a few whole fruit. When set insert cake (fruit filling downwards) into centre of mould and fill up with remaining warm mixture. Boil down remaining juice until half its original volume, then cool and pour over and around the recipe when turned out. Decorate with loganberries and cream as illustrated.

(Illustrated on opposite page)

2 NUT CREAM

1 pt. pkt. Chivers' Jelly (Vanilla)
2 oz. blanched almonds 12 glacé cherries
2 oz. desiccated coconut
1 small tin condensed milk (unsweetened)

Make up jelly to ¾ pint *only* and allow to cool. Chop almonds and cherries finely. Whip jelly until stiff, then add condensed milk, followed by chopped almonds, cherries and coconut. Set in a mould (1½ pint). Turn out and decorate to taste.

(Illustrated on opposite page)

3 STRAWBERRY CUP

1 pt. pkt. Chivers' Strawberry Jelly
¼ pt. cream 1 tin Chivers' Strawberries

Dissolve jelly using strawberry syrup and enough water to make up to one pint. When beginning to set whip until stiff, then fold in the cream. Crush strawberries, retaining a few, place in individual glasses and pile whipped jelly on top. When set decorate with whole strawberries.

(Illustrated on opposite page)

4 PEACH PORTIONS

1 pt. pkt. Chivers' Jelly (Raspberry)
1 pt. pkt. Chivers' Jelly (Lemon)
1 No. 1 tin Peaches Cream

Make up lemon jelly to ¾-pint *only* and set a little in the bottom of a flat dish. Lay peaches on this and pour in remaining lemon jelly (do not cover peaches). When set trim jelly round peaches with a wet pastry cutter, saving surplus jelly for decoration.

Make up raspberry jelly and pour into bottom of a large glass bowl. When set place jellied peaches on top, decorating with surplus lemon jelly (chopped) and whipped cream.

(Illustrated on opposite page)

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5 APPLE MOULD

1 pt. pkt. Chivers' Greengage Jelly
1 lb. apples **2 oz. sugar**
1 gill water **¼ pt. cream**
Pinch of salt in the apples

Peel and slice the apples, boil the sugar and water together, add the prepared apples and cook until tender. Beat till smooth and frothy; cut the jelly tablet into very small pieces and dissolve in the apple froth. Pour into a well-rinsed mould and when set turn out and decorate with whipped cream.

(Illustrated inside back cover)

6 JELLIED XMAS PUDDING

1 pt. pkt. Chivers' Vanilla Jelly
½ pt. milk **¼ cup currants** **1 oz. cocoa**
½ cup raisins **½ cup stoned dates**
½ cup chopped nuts

Mix cocoa to a smooth paste with a little cold milk, boil rest of milk, add cocoa, then currants, raisins, nuts, dates; simmer for a few minutes. Cool. Dissolve jelly in ½ pint water, cool, and stir in cocoa mixture. Set in a mould. Turn out, decorate and serve with custard sauce.

(Illustrated on back cover)

7 STRAWBERRY MERINGUE

1 pt. pkt. Chivers' Strawberry Jelly
1 tin Chivers' Strawberries
White of 2 eggs

Open strawberries and strain off syrup. Dissolve jelly, using the syrup and enough hot water to make a pint. Pour half into a glass dish and when beginning to set arrange the strawberries in it, reserving a few.

When the remainder of the jelly is quite cold and on the point of setting, whisk with a wire whisk until light and spongy, pour into the glass dish and leave to set.

Whisk the egg whites to a stiff froth, folding in sugar to taste and pile this roughly on the jelly. Decorate with remaining strawberries.

8 FRUIT CUBES

1 pt. pkt. Chivers' Raspberry Jelly
1 pt. pkt. Chivers' Lemon Jelly
(or any flavours preferred)
Fresh or canned raspberries
Grapes (peeled and pipped)

Dissolve the raspberry jelly as directed on packet, and cover the bottom of shallow dishes (or soup plates) about half an inch deep. When set, arrange the raspberries and grapes in rows. Cover with another layer of the jelly, and when set, cut into cubes with a wet knife.

Repeat this with the lemon jelly. Half fill the glasses with chopped mixed jelly and pile the mixed cubes on top.

(Illustrated on back cover)

9 GREEN MOUNTAIN

1 banana **1 lemon** **1 lb. cooking apples**
2 oz. sugar
1 pt. pkt. Chivers' Greengage Jelly
Cream if required

Make up the jelly as directed on the packet, and set the sliced banana (dipped in lemon juice) in the bottom of a mould with some of the jelly. Cook the apples with sugar and a little water until tender and pass through a hair sieve. Whip the remaining jelly and fold in the sieved apple, fill up mould. When set, turn out and decorate with banana and cream.

(Illustrated on front cover)

10 FRUIT SALAD COMPOTE

1 tin Chivers' Fruit Salad 1 oz. almonds
1 sponge cake White of 1 egg
1 pt. pkt. Chivers' Strawberry Jelly
1 teaspoonful castor sugar

Strain juice from fruit salad and dissolve jelly in this, using enough water to make a pint. Level the top of the sponge, put into a shallow dish, pour over the hot jelly and leave to set. Blanch and split the almonds and stick on the top of the sponge and arrange the fruit around. Whisk the white of egg to a stiff froth, fold in the castor sugar, scoop a hole in the centre of the sponge and in this pile the egg and sugar cream. Arrange glacé cherries on the top and serve.

11 SUNSET SALAD

1 pt. pkt. Chivers' Lemon Jelly 1 lettuce
1 tin pineapple 1 cup grated carrot
1 teaspoonful vinegar

Dissolve the jelly in the pineapple syrup, with water to make one pint. Cut the pineapple into small pieces. When the jelly is setting, stir in the pineapple, carrot and vinegar. Set in a mould. Turn out on to shredded lettuce and decorate with Chivers' mayonnaise if desired.

12 MONTROSE RASPBERRY WHIP

1 pt. pkt. Chivers' Jelly (Raspberry)
Chivers' Raspberry Jam

Make up the jelly as directed on the packet. Set a little in the bottoms of individual glasses. When set spread a layer of jam on each. Whip the remaining jelly until stiff, pile into the glasses and decorate with a little jam.

To make a Jelly set quickly

Melt the jelly cubes as directed on the packet, then stand the mould containing the jelly *in a pan of cold water in a cool place.*

In addition to the accompanying recipes a whole range of delightful sweets may be prepared from Chivers' Jellies. Practically any fruit or nut may be added, and they can be served in large or small moulds or dishes, or individual glasses. Chopped jelly makes an effective garnishing for many recipes, and surprising effects may be obtained by whipping jelly when just on the point of setting. Jellies make a sparkling and colourful addition to the table, and when entertaining, CHIVERS Jellies may be served with absolute confidence—everybody likes them.

13 HOW TO MAKE A JELLY WITH MILK

1 pt. pkt. Chivers' Jelly
¾ to 1 pint cold new milk

Cut up the jelly, put it into a basin. Dissolve the jelly by standing the basin in hot water. When it is almost cold, stir in the cold milk *very slowly*. Turn into a wet mould.

NOTE. It is important that the milk should be absolutely fresh. Unsweetened tinned milk may be used if desired.

CHIVERS JELLY CREAM

Chivers' Jelly Cream is very easy to prepare and combines in a luscious, nutritive dish the richness of a custard with the lightness of a jelly ; its wholesomeness makes it an ideal table sweet for growing children and invalids.

14 PEACH ROYAL

1 small tin Peaches
1 pt. pkt. Chivers' Jelly Cream (Lemon)
¾ pt milk.

Make up the jelly cream, using only ¾ pint milk. When cool add ¼ pint of peach syrup. Take half the peaches and rub through a sieve. Mix the pulp with the cream and set in a ring mould.

When set, turn out and pile remaining peaches in the centre. Pour the syrup over the mould.

15 CREAM JELLIES

1 pt. pkt. Chivers' Jelly (any flavour)
1pt.pkt.Chivers' Jelly Cream(any flavour)
1 pt. milk

Make up jelly and jelly cream as directed on packets. Half fill individual moulds with jelly cream. When set, fill up with cool jelly. Turn out, and decorate with chopped jelly.

16 RASPBERRY CREAM

1 pt. pkt. Chivers' Raspberry Jelly Cream
1pt. milk 1 small tin Chivers' Raspberries

Put a few raspberries in the bottom of individual glasses. Make up jelly cream as directed on packet, and pour over raspberries. When set, pour a teaspoonful of raspberry syrup over each, and decorate with raspberries and whipped cream if desired.

17 FRUIT & NUT CREAM

1 pt. pkt. Chivers' Lemon Jelly Cream
1 pt. pkt. Chivers' Chocolate Jelly Cream
2 pts. milk Almonds and raisins

Make up the jelly creams separately according to directions. Pour a thin layer of lemon cream into a mould, decorate with raisins and pour half the remainder on top. Leave to set, then add half the chocolate cream and decorate with almonds. When set, add the rest of the lemon cream. Chop a few almonds and raisins and stir into the remaining chocolate cream, and when the lemon cream has set, pour on this mixture. Turn out when set and decorate with blanched almonds.

18 CREAM FLAN

1 pt. pkt. Chivers' Pineapple Jelly Cream
1 tin Chivers' Greengages
¾ pt. milk Short pastry

Make a pastry flan (a deep sandwich tin may be used). Make up one half of the jelly cream according to directions using ½ pint of milk. Dissolve the other half in ¼ pint of milk, and make up to ½ pint with greengage syrup. Stone the greengages, arrange them in the flan and cover them with jelly cream containing the syrup. When set, cover with the plain jelly cream and leave to set. Decorate to taste.

19 JELLY CREAM A LA CORONET

1 pt. pkt. Chivers' Jelly Cream (Pineapple)
1 small tin Chivers' Apricots 1 pt. milk

Make the jelly cream according to the directions and allow to cool a little. Carefully drain the apricots from the syrup. Arrange them in a mould and pour carefully over them three or four tablespoonfuls of the cool liquid jelly cream and allow to set. Fill up the mould with the remainder of the cream and when set turn out and serve. The apricot syrup may be served with the dish if desired.

20 CRÈME FRAMBOISE

1 pt. pkt. Chivers' Raspberry Jelly Cream
1 tin Chivers' Raspberries ¾ pt. milk

Make up the jelly cream as directed on the packet but using ¾ pint milk only. Pour a thin layer into the bottom of a mould, decorate with raspberries and allow to set. Stir ¼ pint of the raspberry syrup into the rest of the jelly cream and fill up the mould with this. When set, turn out and serve with the remainder of the raspberries and syrup.

(Illustrated on front cover)

21 HAWAIIAN TRIFLE

1 pt. pkt. Chivers' Vanilla Jelly Cream
1 pt. milk 6 slices of sponge cake
6 slices of Chivers' tinned Pineapple
A few almonds and glacé cherries

Use a large dish, individual glasses, or moulds.

Place sponge cake in dish, and soak with pineapple syrup. Pour the jelly cream, made up according to the directions on the packet, over the sponge cake and decorate with rounds of pineapple, almonds and glacé cherries.

22 CHOCOLATE & ORANGE LAYER

1 pt. pkt. Chivers' Orange Jelly
1 pt. pkt. Chivers' Chocolate Jelly Cream
1 pt. milk 1 orange

Make up jelly and jelly cream as directed on the packets. Set a little jelly in the bottom of a mould and decorate with pared orange. Pour over them 3 or 4 tablespoonfuls of the cool jelly and allow to set. Pour on the jelly cream, and when set, add the remaining jelly. When cold, turn out, decorate with quarters of orange.

23 COFFEE CREAM

1 pt. pkt. Chivers' Coffee Jelly Cream
1 pt. milk 1 oz. dates or preserved ginger
¼ pt. cream

Make up the jelly cream as directed on the packet and set in a ring mould. Turn out when set. Whisk the cream, add either the ginger or dates finely chopped and fill the centre of the mould with this mixture.

HAWAIIAN TRIFLE

CHIVERS CANNED FRUITS

Chivers' Canned and Bottled Fruits enable the housewife to grace her table with the choicest fruits of summer, at every season of the year. They are cooked and sweetened ready to serve—just the ideal reserve for unexpected visitors. They may also be used in fruit tarts and boiled puddings, and an attractive variety of family and party recipes are given on these pages.

24 FRUIT FLAN

1 pt. pkt. Chivers' Jelly (any flavour)
Small tin Chivers' Fruits (any variety)
Short pastry Rice

Line a well-greased deep sandwich tin with thinly rolled out short pastry. Line pastry with buttered paper and fill with raw rice ; this prevents it rising in the centre.

Bake in a moderate oven for 20 minutes ; remove rice and paper and finish baking. When cold fill with fruit from which syrup has been strained or pastry will become sodden. Make jelly according to directions using half water and half syrup ; when cold and on point of setting pour over fruit. If desired decorate with whipped cream when jelly has set.

25 BREAD AND FRUIT PUDDING

1 tin of Chivers' fruit (any variety)
Slices of stale bread
Cream or Chivers' Custard

Well grease a basin and line it with stale bread. Pour in the fruit which should be made hot, lay slices of bread on the top. Place a weighted plate over the basin, leaving for a few hours, then turn out and serve with custard or cream.

26 PINEAPPLE PUDDING

Small tin Chivers' Pineapple
2 ozs. butter 2 ozs. sugar 2 eggs
2 ozs. flour ½ pint milk

Melt the butter in a saucepan, mix in the flour until quite smooth, then gradually add the milk, and let all boil well. Take off the fire and add the sugar and pineapple juice gradually. Add the yolks of egg not beaten, and mix lightly. Cut up the pineapple very small and put into a pie-dish, pour over the mixture and put in the oven to set, not to brown. Whip up the whites of egg to a froth, place on the top of the pudding and put back in oven for a few minutes to brown.

27 FRUIT MERINGUE

1 No. 2½ tin Chivers' Greengages or any Plums 4 ozs. flour 2 ozs. sugar
2 ozs. margarine or butter 3 eggs
½ teaspoonful Chivers' Baking Powder

Separate white from yolk of two eggs. Cream butter and sugar, and add beaten yolk of two eggs and one whole egg. Beat well and gradually fold in sieved flour and baking powder. Place fruit with some syrup into a deep dish. Pour mixture on to this and cook in a moderate oven for 25-30 minutes.

Whisk white of eggs, fold in lightly one tablespoonful castor sugar and spread thickly on the sponge, and place in oven until golden brown. Serve with hot syrup from the fruit.

28 FRUIT SALAD IN ORANGE CUPS

1 tin Chivers' Fruit Salad
Large, firm sweet oranges
Whipped cream and chopped nuts

Cut the oranges in halves and scoop out the fruit. Remove all pith and pips and mix the fruit with the fruit salad which has had the juice strained off. Fill the oranges with the salad and decorate with stiffly whipped cream and nuts. Serve up the fruit juice in a sauce boat.

29 FRUIT MILK PUDDING

Remains of any rice or tapioca pudding
Small can of Chivers' fruit
Pint of Chivers' Custard as for custard shape

Mix pudding with fruit and little syrup. Pour custard over this and bake in the oven for 10 minutes. Serve with hot syrup.

30 FRUIT CUSTARD

½ lb. apples 2 ozs. sugar
1 No. 2 tin Chivers' Blackberries or Plums
½ pt. Chivers' Custard

Cook apples with sugar until soft. Mix with the canned fruit and place into a baking dish. Cover with custard and decorate with sieved sugar.

31 SURPRISE SPONGE PUDDING

1 stale sponge or Savoy cake
1 tin Chivers' Greengages in Syrup
¼ lb. Chivers' Raspberry Jam or Red Currant Jelly
Shredded coco-nut or almonds
1 pt. Chivers' Custard

Drain the greengages from the syrup; remove the stones. Boil the syrup; thicken it with the custard powder mixed with sufficient cold water to make a smooth paste, put away to cool. Cut a slice from the bottom of the cake, remove the centre of the cake. Fill it with greengages, replace the slice from the bottom, and arrange in the dish in which it is to be served. Decorate with the jam or jelly and the coco-nut or almonds. Serve the custard round the dish or in a sauce boat.

32 GOOSEBERRY FOOL

No. 2 tin Chivers' Gooseberries in Syrup
1 tablespoonful Chivers' Custard Powder
2 ozs. sugar 1 pint milk

Make the gooseberries and sugar quite hot together then rub through a sieve or colander. Make the custard according to directions on package and when quite cold mix with the sieved gooseberries and pour into a glass dish.

NOTE. — Chivers' Raspberries or Strawberries may be used in the same way, in which case a teaspoonful of lemon juice is an improvement.

CHIVERS CANNED VEGETABLES

It is real economy to use Chivers' Canned Vegetables; there is absolutely no waste, and time and cost of cleaning and cooking are avoided. Not only so but as Chivers' Canned Vegetables are cooked in air-tight containers, they are richer in flavour and vitamin value than vegetables cooked by ordinary methods in the home.

33 CREAM OF CELERY SOUP

1 No. 2½ tin Chivers' Cut Celery
1¼ ozs. butter 1 pt. hot milk
1 pt. white stock 1¼ tablespoonfuls flour
Pepper and salt to taste

Place celery in a saucepan. Add boiling stock, or substitute the liquor in the cans for half the stock. Add ½ teaspoonful salt, and a sprig of parsley, then cover and simmer for 10 minutes. Rub through a fine hair sieve. Melt butter in a saucepan, stir in flour and add enough of the milk by degrees to make a creamy sauce (remove pan from heat while adding milk, this prevents the sauce going lumpy). Stir till boiling, add remainder of milk to the purée, then stir purée gradually into the white sauce. Season to taste. NOTE. If wanted for a dinner party, float a teaspoonful of whipped cream, flavoured with paprika, minced parsley, or chives, on top of each serving.

34 MACEDOINE SAVOURY

Small tin Chivers' Macedoine of
1 hard boiled egg Vegetables
2 tablespoonfuls grated cheese
White sauce

Make half a pint of thick white sauce. Stir in 2 tablespoonfuls grated cheese and a well chopped hard boiled egg. Add well drained contents of a small tin of macedoine and heat well, stir all the time. Put into a buttered pie-dish, sprinkle with grated cheese and brown under grill. Serve hot.

35 VEGETABLE RISSOLES

1 small tin Chivers' Macedoine of
1 cup white bread crumbs Vegetables
1 cup chopped cooked ham 1 onion
Little butter 1 egg Fat for frying

Thoroughly drain macedoine vegetables from the liquor. Mix a little melted butter and a cupful of breadcrumbs and chopped ham. Add a little chopped onion if desired. Mix thoroughly and add a beaten egg. Make into small shapes. Egg and breadcrumb and fry in deep fat.

36 CREAMED PEAS

1 No. 2 tin Chivers' Peas
3 tablespoonfuls cream
1 walnut of butter Salt, pepper, sugar
1 teaspoonful minced parsley or chives

Open tin and warm up peas in own liquor, then drain peas and turn into a saucepan containing cream. Season to taste with salt, pepper, parsley, a pinch of castor sugar, and a dash of garlic seasoning if liked. Stir lightly over fire till very hot, **but do not boil.** Add butter and serve in a hot vegetable dish.

37 FRENCH SPINACH

1 No. 2 tin Chivers' Spinach
4 tablespoonfuls butter
3 tablespoonfuls flour ¼ pt. stock
Sugar, salt, pepper, lemon and nutmeg to taste

After opening tin, carefully drain and chop the spinach. Melt the butter in a saucepan, afterwards stirring in the spinach, followed by the flour and stock. Season as required, and serve hot.

38 CASSEROLE OF PORK AND BEANS

1 No. 2 tin Chivers' Stringless Beans
2 onions 2 lbs. lean pork
1 tablespoonful butter or dripping
1 pt. stock and liquor from tin
1 tablespoonful flour
Pepper and salt to taste

Cut meat into small pieces, then dip in flour seasoned with salt, pepper and paprika to taste. Melt dripping in a saucepan, add meat and onion, then fry till meat is brown, stirring frequently. Turn into a casserole, pour stock over meat, cover, place in a moderate oven and simmer for 2½ hours. Uncover, add drained, stringless beans. Season to taste if required, then re-cover and cook for another 15 minutes. Serve with mashed potatoes. Golden beans, peas, or celery may be substituted for the stringless beans, and veal, beef, or mutton for the meat.

39 GREEN PEA SOUFFLÉ

1 No. 2 tin Chivers' Peas 1 cup hot milk
3 eggs 2 tablespoonfuls grated cheese
2 heaped tablespoonfuls flour
2 heaped tablespoonfuls butter or margarine
Pepper and salt

Melt butter or magarine in saucepan. Stir in flour, and when frothy add milk gradually, stirring constantly till thick. Rub peas through a sieve, then stir into sauce. Add beaten egg yolks, pepper and salt to taste, and onion seasoning or onion juice if liked. Fold in stiffly beaten egg whites and pile into a well buttered soufflé dish. Sprinkle with cheese, then bake in a moderate oven for ¾ hour or until firm. Serve at once.

40 SPAGHETTI ITALIENNE

1 No. 2 tin Chivers' Tomatoes
2 pts. cooked spaghetti ½ pt. grated cheese
¾ teaspoonful salt Pepper to taste

Place a layer of spaghetti in a buttered fireproof dish. Cover with half of the grated cheese, then with half of the tomatoes, seasoned with salt, pepper, and half a teaspoonful of sugar. Repeat the layers and cover with stale or dried breadcrumbs. Dab here and there with tiny bits of butter or margarine, and bake for 45 minutes in a moderate oven.

NOTE. The spaghetti should be boiled in salted water, and well drained before using. If wanted more savoury, add a peeled onion to the water in which spaghetti is boiled,

41 VEGETARIAN LOAF

1 No. 2 tin Chivers' Celery Hearts
2 pts. stale breadcrumbs 1 pt. milk
1 onion 3 eggs 1½ teaspoonfuls salt
¼ lb. melted butter or margarine
¼ teaspoonful crushed herbs
2 heaped teaspoonfuls minced parsley
1 sour apple ½ teaspoonful black pepper
Cayenne pepper to taste

Dry breadcrumbs in a warm oven for 2 hours, but do not brown. Turn into a basin, stir in salt, parsley, herbs, pepper, drained celery, finely chopped and minced peeled apple. Melt butter or margarine in a frying pan, add chopped onion, and fry for 5 minutes, then add crumb and celery mixture, stirring well together over fire for 2 minutes. Turn into a basin, stir in beaten eggs and milk, and allow to stand for half an hour. Transfer to a buttered loaf tin about 4 inches wide. Place on a rack in oven and bake slowly for 1½ hours, basting frequently with a little melted butter, to keep the top from becoming too dry. Turn out on to a hot dish, garnish with slices of orange and sprigs of parsley, and serve with celery or onion sauce. If wanted more nourishing, add ½ pint minced chopped walnuts to mixture before baking loaf.

(Illustrated on back cover)

CHIVERS OLDE ENGLISH MARMALADE

The rich and inviting golden glow of Chivers' Olde English Marmalade is symbolic of its splendid appetite-creating qualities. its delightful piquant flavour and deliciously tender peel—it is indeed well named "The Aristocrat of the Breakfast Table." The following recipes will enable you to include this appetising confection in a wide range of flavoursome dishes.

42 MARMALADE CHEESE CAKES

1 egg and its weight in castor sugar and butter or margarine
1½ ozs. flour
½ oz. cornflour
Vanilla essence
Chivers' Marmalade
About ½ lb. flaky or short pastry

Roll the pastry out thinly, cut it into rounds and line some patty pan tins with it. Mix the flour and cornflour together. Beat the sugar and fat to a cream, add the egg, stir it in quickly and beat well for a few minutes. Stir in the flour and cornflour, together with a few drops of vanilla essence, and mix well together. Put some marmalade in the bottom of the pastry, then cover it with some of the prepared filling. Bake in a hot oven for about 15 to 20 minutes and until lightly browned. (Illustrated inside back cover)

43 BAKED MARMALADE PUDDING

4 tablespoonfuls Chivers' Marmalade
¼ lb. flour 1 egg 4 ozs. suet
2 teaspoonfuls baking powder
1 level dessertspoonful ground ginger
½ lb. breadcrumbs 5 dessertspoonfuls sugar Milk to mix (about 1 gill)

Sieve the flour, baking powder and ginger and put into a basin. Chop the suet finely and add, together with the breadcrumbs and sugar. Put the marmalade in the centre. Beat up the egg and add with some milk as required, and mix well with the other ingredients. Pour into a greased pie-dish and bake in a moderately hot oven for about 1½ hours. When cooked turn on to a hot dish and dredge with sugar or serve with Marmalade Sauce.

44 MARMALADE SAUCE

2 tablespoonfuls Chivers' Marmalade
½ pint water ½ oz. sugar 1 dessertspoonful Chivers' Custard Powder

Mix the custard powder with 2 tablespoonfuls of cold water. Boil the marmalade, sugar and rest of the water together. Add the custard powder, boil for 1 minute. Pour over the pudding or serve in a sauce boat.

45 ICED MARMALADE CAKE

3 ozs. butter or margarine 4 ozs. sugar
2 eggs ½ cup milk ½ teaspoonful Chivers' Baking Powder 6 ozs. flour
2 tablespoonfuls Chivers' Marmalade
6 ozs. sifted icing sugar
1½ tablespoonfuls orange juice

Cream the butter and sugar together and add the well-beaten eggs. Add the milk and flour, lightly fold in the baking powder, beat thoroughly together. Add the marmalade and bake in a moderate oven for 1 hour. Mix icing sugar and orange juice, warm slightly and pour over cake.

CHIVERS LEMON CURD

This popular delicacy is made from the finest ingredients including fresh eggs from Chivers' own farms. It is highly nutritious, and in addition to its use in the following recipes is extremely popular as a filling for tarts, sponge sandwiches, swiss rolls, etc.

46 LEMON CHEESE CAKES

½ lb. flour Milk or water to mix
Chivers' Lemon Curd
¼ lb. lard, butter or margarine
Pinch of salt

Rub the fat into the flour with the tips of fingers until similar to fine breadcrumbs. Add the salt and milk or water sufficient to mix to a stiff paste. Roll out on a floured board or slab. Cut into rounds with a fancy or plain cutter, and line some patty pans with the paste. Prick with a fork; put one teaspoonful of Chivers' Lemon Curd into each case. Bake in a moderate oven.

47 CAMBRIDGE SWEET OMELET

1 tablespoonful milk or cream
½ oz. sugar 2 eggs Pinch of salt
½ oz. butter Chivers' Lemon Curd

Separate the yolks from the whites of the eggs. Whip the whites very stiffly until a firm froth is formed. Add the beaten yolks to which the sugar, milk and salt have been added. Make the butter hot in a clean omelet pan; pour in the mixture. When it is set underneath, brown the top in front of the fire, under the grill or in the oven. Spread lemon curd on one half, turn the other half over, dredge with sugar and serve at once.

48 BAKED LEMON PUDDING

¼ lb. butter, margarine or lard
A little milk or water
¾ lb. flour Chivers' Lemon Curd
A pinch of salt
½ teaspoonful Chivers' Baking Powder

Rub the butter, margarine or lard into the flour and add salt and baking powder. Mix well together and add just sufficient milk or water to mix to a stiff paste. Roll out on a floured board; spread with lemon curd. Roll up and place on a greased baking sheet. Bake in a moderate oven for 1 hour and serve hot with lemon sauce.

49 LEMON SAUCE

4 tablespoonfuls Lemon Syrup
1 breakfast cup cold water
1 dessertspoonful Chivers' Custard Powder

Mix the custard powder to a smooth paste with a little cold water. Boil the rest of the water with the syrup. Stir in the custard powder, boil a few seconds and serve with the pudding.

50 LEMON CURD SLICES

Puff Pastry Chivers' Lemon Curd
Icing Sugar Lemon essence

Roll out the pastry and cut into strips about four inches wide and one eighth inch thick and bake in a quick oven. When cold, make the strips into sandwiches with lemon curd in between. Cover with icing flavoured with lemon essence and cut into squares.

These four delightful photographs were taken within a mile of Chivers' Orchard Factory and show scenes on the firm's own extensive fruit farms. 150 pedigree Percheron horses, many of which have been awarded championships at the leading agricultural shows, are employed on the farms for the purpose of cultivating between fruit trees, bushes and strawberry plants.

Blossom-time at Histon is the most spectacular period of the year, and acre upon acre of pink and white blossom may be seen stretching away to the horizon. Then comes the busiest of all seasons, when nimble fingers gather the harvest of the year's patient toil. Long streams of heavily laden fruit drays wend their way to the Orchard Factory where, after careful sorting, the fruit is canned or bottled, converted into Chivers' FRESH FRUIT Jams, or crushed to supply fruit juice for Chivers' Jellies.

CHIVERS FRESH FRUIT JAMS

Chivers' Jams are made under perfect conditions of cleanliness and health from freshly gathered fruit and refined sugar only; they are guaranteed pure and free from artificial colouring or chemical preservative. Every jar is sealed with Chivers' Patent Replaceable Cover.

51 STRAWBERRY PUFFS

3 tablespoonfuls fresh breadcrumbs
1 well-beaten egg
2 tablespoonfuls Chivers' Strawberry Jam
3 tablespoonfuls milk
Trimmings of short pastry
1 dessertspoonful lemon juice

Roll out the pastry trimmings and cut into rounds. Mix the breadcrumbs, jam, lemon juice, egg and milk together. Put one teaspoonful of the mixture on each round, turn up and pinch the edges together. Fry in deep fat. Drain on kitchen paper, sprinkle with sugar. Serve very hot.

52 CAMBRIDGE FLAN

Pastry Chivers' Custard Powder Milk Chivers' Jam

Line a flan case with pastry and bake. Cover with a thick layer of jam followed by custard. To make custard use 1½ tablespoonfuls custard powder to one pint of milk.

53 BLACK CURRANT TEA

1 lb. Chivers' Black Currant Jam
2½ pts. boiling water
1 tablespoonful raspberry or malt vinegar

Put the jam and the vinegar into a jug, pour the boiling water over it and stand the jug in a pan of boiling water for 20 minutes to extract the flavour. Strain and serve hot for a cold or sore throat.

54 QUEEN'S PUDDING

½ pint breadcrumbs 1 pint milk 1 egg
1 oz. butter 2 ozs. sugar
Grated rind of a lemon
Chivers' Raspberry Jam

Boil the milk and pour it over the breadcrumbs. Add the butter, sugar, lemon rind and yolk of egg. Pour into a pie dish and bake for about 10 minutes. Spread some jam over the top, whisk the white of egg to a stiff froth, add a few drops of lemon juice and 1 oz. of sugar and pile roughly on the top of the jam. Place in the oven for about 2 minutes to set the egg white. This is nice served either hot or cold.

55 CONGRESS TARTS

Make the pastry by rubbing 1-oz. lard and 1-oz. margarine into 4 ozs. flour. Then add a pinch of salt and mix to a dry dough with water. Line small tart cases with the pastry and half fill with Chivers Jam. Cover with coco-nut mixture (see below) and bake in oven.

To make Coco-nut Mixture

Cream 2-ozs. butter and 2-ozs. sugar and add beaten egg. Then mix in seven tablespoonfuls of desiccated coco-nut.

56 STRAWBERRY GATEAUX

4 ozs. butter 4 ozs. sugar 4 oz. flour
2 eggs Chivers' Strawberry Jam

Beat the butter to a cream, add yolks of eggs and sugar, then add the flour. Whip whites of the eggs to a stiff froth, add half to the mixture and beat up lightly. Put the mixture into greased patty pan tins and bake for 10 minutes. When cooked, take out the centres and fill with strawberry jam; beat rest of the egg white, add a little sugar, place on tops and put into oven to brown.

(Illustrated inside back cover)

57 PRINCESS CREAM

1 pint milk Chivers' Jam
2 tablespoonfuls whole rice
1 oz. castor sugar A strip of lemon rind
½ oz. butter

Put the milk into a double saucepan over a gentle heat; put in the lemon rind and heat until the milk is well flavoured with lemon. Take out the rind, add the rice, sugar and butter and simmer until the rice has absorbed the milk and a thick cream is formed. Turn out on to a glass dish, spread with a thick layer of jam and serve cold.

58 BAKEWELL TART

Some pastry Chivers' Raspberry Jam
1 oz. margarine 1 tablespoonful sugar
1 tablespoonful milk 1 egg
½ teaspoonful Chivers' Baking Powder
2 ozs. flour

Line a plate with pastry and spread with raspberry jam. Beat up the margarine with the sugar, egg, milk, baking powder and flour to make a nice sponge mixture. Pour this on top of the jam and bake the tart until done. When cold, sprinkle with castor sugar.

59 JAM ROLY PUDDING

½ lb. flour A pinch of salt
3 ozs. chopped suet Chivers' Jam
¼ teaspoonful Chivers' Baking Powder

Put the flour, baking powder, salt and suet into a bowl. Mix to a stiff paste with cold water. Roll out, spread with jam and roll up. Tie securely in a pudding cloth that has been scalded and sprinkled with flour. Steam or boil 1½ hours. Serve at once.

60 GROUND RICE SANDWICH

3 ozs. butter or margarine 3 ozs. sugar
3 ozs. flour 3 ozs. ground rice 2 eggs
½ gill milk 1 level teaspoonful Chivers' Baking Powder Chivers' Jam
A little essence of vanilla or lemon

Cream the butter and sugar well together; sift the flour; well grease a sandwich tin. Beat in the eggs, flour, ground rice and milk alternately. Add the baking powder; pour into the prepared tin; bake in a moderate oven 20 to 25 minutes according to the thickness. When cold, split, spread with Chivers' jam or lemon curd. Sprinkle with fine sugar.

CHIVERS CUSTARD POWDER

Chivers' Custard is equally delicious whether served cold in summer or piping hot in winter. It is guaranteed pure and creams up into a rich luscious custard of exquisite flavour that greatly improves puddings, pies and all fruit dishes.

61 BURNT ALMOND CREAM

1 pt. pkt. Chivers' Raspberry Jelly
Two-thirds of a pint of milk
1½ tablespoons Chivers' Custard Powder
¼ lb. almonds

Prepare the jelly according to directions. Make custard, as directed on package for custard shape. Pour the jelly into a quart mould and allow to set. Blanch the almonds and cook in the oven until golden brown and crisp. Mix into the custard; pour the mixture into the mould and leave to set.

62 BANANA CUSTARD CUP

1½ tablespoons Chivers' Custard Powder
1 banana Little Chivers' Raspberry Jam

Make custard as directed on container, and arrange some slices of banana in bottom of individual glasses. Cover with layer of jam and fill glasses with custard. Decorate with cherries if desired.

63 APPLE LOAF

1 pt. pkt. Chivers' Raspberry or Strawberry Jelly 3 cloves 1 pt. of custard made with Chivers' Custard Powder
1 lb. apples Sugar Whipped cream

Prepare the jelly according to the directions but reducing the water by half a gill. Wipe the apples, cut into quarters, remove the damaged portions but do not peel or core. Barely cover with cold water, add 3 to 4 ozs. sugar according to the sourness of the apples, add the cloves and cook till soft. Rub the fruit through a sieve, stir the jelly in. Stir well while cooling and pour into a mould. When turned out surround with custard and decorate with whipped cream.

64 PEAR TRIFLE

6 slices Swiss roll or sponge
Small tin pears
½ pt. Chivers' Custard Glacé Cherries

Soak sponge in pear juice and lay one half of a pear on each piece of sponge. Pour the custard over and decorate with glacé cherries.

65 FRUIT & CUSTARD MOULDS

1 pt. Chivers' Custard as for custard shape
1 tin Chivers' Cherries, Loganberries or Black Currants

When the custard is nearly cold mix in the fruit and set in small individual moulds. Turn out and serve with the syrup from the fruit.

66 COFFEE DELIGHT

1 pt. pkt. Chivers' Lemon Jelly
½ gill strong black coffee
1 pt. pkt. Chivers' Custard Powder
2 tablespoonfuls sugar **Milk**

Prepare the jelly according to the directions. Prepare the custard as for custard shape, using ½ gill less of the stated quantity of sweetened milk; add coffee. Pour into a soufflé dish or individual glasses, leaving space for jelly. When set fill up with jelly or cover with chopped jelly. This coffee cream is improved if the top layer of jelly is covered with a layer of whipped cream.

67 ALBAN MERINGUE

1 pt. pkt. Chivers' Custard Powder
1 pt. milk **2 bananas** **2 oranges**
White of 1 or 2 eggs **Castor sugar**
Lemon juice

Remove the skin and pith from the fruit and cut into round slices. Arrange in a glass dish in layers, sprinkling sugar and a few drops of lemon juice between each layer. Make the custard according to the directions on the packet and pour over the fruit. When cold pile on the top a meringue made from the stiffly beaten egg whites, a few drops of lemon juice and castor sugar to taste.

68 ORIENT CREAM

1 pt. pkt. Chivers' Lemon Jelly
½ pt. Chivers' Custard
A few glacé cherries

Dissolve the jelly using half-a-pint of water only. Place a few cherries in the bottom of a mould, pour over them a little of the jelly and leave to set. When remainder of jelly is nearly set, pour on to it the custard, which must be cold, mix and whisk well for a few minutes. Pour mixture into the mould and when set turn out and serve on a bed of chopped jelly.

(Illustrated inside back cover)

69 MOCK EGG CUSTARD

Chivers' Custard Powder **1 pt. milk**
½ junket tablet
Blackberry jelly (if required)

Make a pint of custard in the ordinary way but using 1 *dessertspoonful* instead of a tablespoonful. Cool to blood heat. Stir in ½ junket tablet which has been crushed to a powder and dissolved in a small quantity of cold water. Pour into custard glasses and leave to cool. Decorate with blackberry jelly if required.

70 APPLE CUSTARD

3 lb. apples **¼ lb. sugar** **¼ pt. water**
Rind of 1 lemon **1 pt. custard made from Chivers' Lemon flav. Custard Powder**

Peel and core the apples and cut them into pieces. Stew with the sugar and lemon rind until quite tender. Rub through a hair sieve or beat to a pulp; add a pint of Chivers' custard, beat thoroughly together and serve in a glass dish or custard glasses.

71 GINGER CREAM

1½ tablespoons Chivers' Custard Powder
Two-thirds of a pint of milk
2 ozs. crystallised ginger

Make the custard according to directions on package for custard shape. Slice the ginger thinly or cut into small dice pieces, mix into the custard and mould. Turn out and serve ginger sauce in a sauce boat separately.

72 GINGER SAUCE

½ pt. water **1 oz. sugar**
Level tablespoonful cornflour
3 or 4 drops essence of ginger

Mix cornflour to smooth paste with a little of the water; boil remainder of water with sugar and pour carefully on to cornflour stirring all the time. Return to saucepan and stir until thick; flavour with the ginger.

CHIVERS OLDE ENGLISH MINCEMEAT

Save all the time and trouble of making Mincemeat by using CHIVERS. It contains only the finest ingredients, and housewives say it is equal to the best home-made Mincemeat. This excellent product is now being used all the year round, and these pages contain some new and interesting suggestions for incorporating it in everyday menus.

73 APPLE & MINCEMEAT PUDDING

½ lb. flour
4 ozs. suet, margarine or dripping
1½ teaspoonfuls Chivers' Baking Powder
3 ozs. sugar Water to mix
1 lb. Chivers' Mincemeat 2 large apples

Rub fat into flour. Add the baking powder and mix with water to a dry paste. Grease a pudding basin, line with the paste and fill with alternate layers of apple and mincemeat. Cover with sugar. Damp top edge of pudding and fix top crust on to it. Cover with a greased paper and steam for 2½ to 3 hours. Serve with custard if desired.

In this pudding apples can be replaced by chopped dates.

74 MINCEMEAT FRITTERS

1 large tablespoonful flour
1 tablespoonful breadcrumbs
1 or 2 eggs Juice of half a lemon
½ lb. Chivers' Mincemeat
Fat for frying A little castor sugar

Separate the yolks and whites of the eggs; put the flour and breadcrumbs into a basin and gradually stir in the separately beaten yolks and whites of the eggs. Stir until quite smooth, then add the lemon juice and lastly the mincemeat. Mix well together until thick. Melt the fat in a saucepan, and, taking about a dessertspoonful at a time, drop in the mixture and fry to a golden brown. Drain well, arrange on a very hot dish, sprinkle with castor sugar and serve at once.

75 OLDE ENGLISH MINCE PIE

12 ozs. flour 4 ozs. margarine 4 oz. lard
A pinch of salt ¾ lb. Chivers' Mincemeat
A few drops of lemon juice

Place the flour on a clean pastryboard. Chop the margarine and lard into it until they become irregular small dice pieces. Make a well in the centre, add lemon juice, salt, and sufficient cold water to mix to a stiff paste. Roll this out and fold it in three. Allow it to stand in a cool place for at least 10 minutes, then roll again very lightly in order not to break any air bubbles. Fold in three once more, allow it to stand for 10 minutes, then again roll lightly. Line a deep plate with the paste and fill the centre with mincemeat. Cover with paste, trim and mark the edges daintily, and brush over with a little milk or water. Pierce the centre with a skewer or fork. Bake in a hot oven for 20 to 30 minutes; sprinkle with fine white sugar and serve hot or cold.

76 BAKED MINCEMEAT APPLES

3 large apples (about 1 lb.)
¾ lb. Chivers' Mincemeat Little sugar

Remove centre of apples and fill with sugar and mincemeat. Bake in oven. Serve hot with custard or biscuits.

77 JAMBOREE PUDDING

¼ lb. flour 2 ozs. margarine or butter
1 tablespoonful sugar
1 level teaspoon Chivers' Baking Powder
A pinch of salt ¼ lb. Chivers' Mincemeat
1 egg Milk

Rub the fat lightly into the flour, add the sugar and salt. Beat in the egg and enough milk to form a thick batter, thick enough to drop but not to pour from the spoon. Well grease a mould, line it with the mincemeat, pour in the batter and steam for one hour and a half.

78 BREAD & BUTTER & MINCEMEAT PUDDING

6 slices buttered bread
½ lb. Chivers' Mincemeat ½ pt. milk
1 egg Little butter

Spread buttered bread thickly with mincemeat and place in a pie-dish. Add the egg beaten well into the milk, together with a little butter, and bake in a cool oven until golden brown.

(Illustrated on front cover)

79 CAMBRIDGE BANBURYS

2 ozs. bread or cake crumbs
6 ozs. Chivers' Mincemeat
½ lb. puff pastry A little lemon juice
2 ozs. treacle or molasses
Little milk and sugar

Mix the mincemeat, breadcrumbs, lemon juice and treacle or molasses together. Roll out the pastry and cut into rounds about 3½ inches in diameter. Place a teaspoonful of the mixture on each round. Fold over (as for turnover) and pinch the edges together; flatten slightly and make 5 or 6 incisions in the top. Brush over with milk and sprinkle with powdered sugar. Bake in a moderate oven for 25-30 minutes.

80 CHRISTMAS PLUM PUDDING

1 lb. Chivers' Mincemeat 4 ozs. flour
¼ pint milk A pinch of salt
Chivers' Custard

Thoroughly mix the dry ingredients together. Mix in the mincemeat and make a hole in the centre. Add the milk and stir well. Put in a well-greased basin and steam or boil for four hours. Serve with hot custard made from Chivers' Custard Powder.

81 HONEY & MINCEMEAT TART

2 heaped tablespoons Chivers' Mincemeat
1 tablespoonful Honey (Chivers')
1 tablespoonful breadcrumbs
Little lemon juice Short pastry

Line deep baking tin with pastry. Mix honey and mincemeat thoroughly together and pour on to the pastry. Sprinkle breadcrumbs on to this and a little lemon juice. Bake in a moderate oven 15-20 minutes.

(Illustrated on back cover)

CHIVERS ASPIC JELLY

By using Chivers' Aspic Jelly the housewife is able to serve cold dishes in their most dainty and attractive form. It is rich, savoury and nourishing; meats and other foods which by themselves may be rather unappetising are converted into choice delicacies when served in Aspic.

82 CHEESE—ASPIC MOULDS

½ pt. Chivers' Aspic Jelly
3 ozs. grated cheese 1 dessertspoonful [vinegar
Little hot water
1 tablespoonful Chivers' Mayonnaise

Dissolve jelly in ⅜ pt. water. Stir in vinegar and seasoning. Cool, and when beginning to set whip until stiff and frothy. Fold in grated cheese and mayonnaise and set in individual moulds. Turn out and serve with fingers of toast if desired.

83 EGG ASPIC

1 pt. Chivers' Aspic Jelly
3 hard boiled eggs

Make up Aspic as directed on packet. Separate yolk from white of eggs and set alternate layers of yolk and white in Aspic Jelly in individual moulds. Turn out and decorate with egg.

84 TOMATO SAVOURY

½ lb. tomatoes 1 egg
1 pkt. Chivers' Aspic Jelly
White of egg Grated cheese

Skin tomatoes and scrape the centres out of them. Fill the hollows with a mixture of grated cheese, egg, and centre of tomato. Make up the jelly and allow to set. When set, chop into small pieces and arrange round tomatoes in small individual dishes.

85 CRAB SALAD

1 tin crab ½ pt. Chivers' Aspic Jelly
Lettuce

Make up Aspic Jelly as directed on packet and set a little in the bottom of six individual moulds. Decorate with crab. Chop remaining crab finely and mix with seasoning and add to the well whisked jelly. Fill the moulds with this mixture, and when set turn out on to lettuce leaves.

86 FISH IN ASPIC

1 small haddock or any left over steamed or boiled fish ½ pt. Chivers' Aspic Jelly
Few lettuce leaves 2 or 3 tomatoes

Fillet and break up the fish. Make up the jelly and whisk until stiff. Fold in fish with a little seasoning. Pile on to lettuce leaves and serve with tomato.

87 GLAZED SOLE

3 fillets of sole **1 hard boiled egg**
1 tomato **Milk**
1 pt. Chivers' Aspic Jelly

Mix chopped egg thoroughly with the tomato juice. Roll the fish with a centre of stuffing. Bake in milk in the oven. When cooked, arrange in a row in a dish, and when cold coat thickly with aspic.

The aspic should be made up to only ¾ pt. and should be almost setting when added to the fish.

88 MACEDOINE RING

1 small tin Chivers' Macedoine of Vegetables
1 pt. Chivers' Aspic Jelly
½ cup minced ham or any meat

Make up aspic as directed. Drain the macedoine from the liquor and mix half of this into the aspic jelly when the latter is nearly cold. Set the mixture in a ring mould. When set turn out and fill the hollow centre with a mixture of macedoine and ham.

89 SALMON SLICES

1 small tin salmon
1 tablespoonful breadcrumbs
Little vinegar **Small piece of cucumber**
1 pt. Chivers' Aspic Jelly

Make up aspic as directed on packet and set half of it in a flat dish. Mix salmon with breadcrumbs, seasoning, and vinegar, and spread thickly on the layer of jelly. When the remaining aspic is nearly cold pour on to the salmon. When cold cut into fancy shapes and serve with thin slices of cucumber.

(Illustrated on front cover)

90 PORK OR OTHER MEAT PIE

½ lb. uncooked pork or other meat
Chivers' Aspic Jelly
½ lb. well-boiled rice

Cut up the uncooked meat and stew with half a teacupful of water in the oven or in a double saucepan. When tender, place in the centre of a pie dish with a border of well-cooked rice round the meat and lay over it slices of tomato, adding the gravy that has stewed from the meat. Cover with pastry, making a hole in the top, and bake. When nearly cold, pour in through the hole sufficient warm aspic jelly to fill the dish. Stand in a cool place to set until required for the table.

91 CHICKEN OR GAME IN ASPIC JELLY

Pieces of cold chicken, rabbit or any kind of game **Tomatoes**
1 pt. pkt. Chivers' Aspic Jelly

Proceed as in above recipe and when turned out decorate with sliced tomato, cress or other salad.

92 ASPIC SALAD

1 pt. Chivers' Aspic Jelly
2 hard-boiled eggs
Salad **Tomatoes**

Pour a little Aspic Jelly into a mould, arrange in it slices of hard-boiled eggs, then fill the mould with lukewarm Aspic so as not to displace the pieces of egg. Put in a cold place to set, and turn out into the middle of a salad bowl or dish. Arrange the salad with slices of tomato round the jelly, and serve.

ORCHARD TO HOME

The Orchard Factory of Messrs. Chivers & Sons Ltd. is, as its name implies, actually surrounded by acres and acres of orchards and fruit plantations. For not only do Chivers make the wide range of fruit products mentioned in this booklet, but they grow the fruit as well.

The advantages accruing from this are vastly important—it means that Chivers are able to use specially grown and absolutely fresh picked fruit, and further, it means that actual production of Jam, Jellies, etc. is carried on in the fresh pure air of the country, far from the smoke and grime of city life.

The story of the development of this great business is an interesting one—full of romance and inspiration. Since the early part of the 19th century the Chivers family had been farmers and fruit growers in Histon. Year by year by hard work and enterprise, the acreage was extended until the marketing of the increasing fruit crop became difficult. One day the idea came that it might be worth while making the fruit into jam on the spot where it was grown instead of sending it long journeys by road or rail to London, Bradford, etc., to be sold for this same purpose.

And so in the year 1873 the first boil of Chivers' Jam was made in a small barn still standing in the firm's estates. The venture proved an outstanding success, and in the following year a small factory was erected to meet the local demand for Chivers Jam. This building became the nucleus of the present day factory, for almost every year since then, additional accommodation has had to be made as the products of the firm increased in number and popularity.

Nowadays Chivers' estates extend to over 8,000 acres which constitutes the largest fruit growing concern in Great Britain, and about 3,000 people are employed all the year round. This will furnish some idea as to the progress that has been made.

In addition to being the first fruit growers to make jam on a commercial scale, Messrs. Chivers are also the pioneers of fruit canning in this country. This was commenced in 1894 and has gradually developed

into one of the most important sections of the business. All the millions of cans required each fruit season are actually made by the firm—a job which keeps the can-making department busy for the greater part of the year.

Visitors to the Orchard Factory, and they come from all parts of the world, invariably express surprise at the extraordinary care and attention to detail, which is characteristic of every department. For example, when the fruit arrives at the factory it is taken to the "sorting" department where some 800 girls are solely employed in such a close inspection of the fruit that no damaged or unsuitable specimen is allowed to pass to the boiling rooms. Samples of each boiling, etc. are tested in the laboratories to make certain that the required standard of quality is being maintained.

In addition to growing fruit and making fruit products, Messrs. Chivers are general farmers on a big scale. Large numbers of pedigree horses, pigs, poultry, etc., are bred each year. The horses work on the farms. In summer the pigs have free range in the orchards and eat up fallen fruit. The poultry destroy insects harmful to the trees and provide the eggs used in Chivers' Lemon Curd. This association of general farming with fruit growing and preserving is unique, but very valuable. It illustrates also one more of Chivers' many advantages in providing the best country-made products.

A few years ago Messrs. Chivers erected a factory at Huntingdon for the canning of English vegetables. This factory is equipped with the most modern machinery and has recently been extended—to-day it is one of the largest vegetable canning factories in Europe.

In Scotland, also, Messrs. Chivers have numerous fruit farms all within a few miles distance of their canning factory at Montrose. The fruit grown there is mainly raspberries and strawberries, and this enterprise provides considerable employment in the district all the year round.

"From the Orchard to the Home" is the firm's motto, and the foregoing will show in some measure how this is carried into practice. Because of their high standard of quality Chivers' products are popular all the world over. The firm is honoured also by appointment as Purveyors of Jams, Jellies, Canned English Fruits and Vegetables to H.M. the King, H.R.H. the Prince of Wales, and H.M. the Queen of Norway.

THE DAILY MENU

EVERY housewife delights in serving a different, unexpected delicacy, to make her luncheons, teas, dinners or suppers memorable events. Planning menus, however, is only one of her many duties and so in compiling this Recipe Booklet a special endeavour has been made to assist her in providing a variety of attractive, colourful and nourishing dishes which can be made economically and with little trouble. Every recipe has been tested in the Orchard Factory Kitchens—the illustrations have been made from actual dishes—and if directions are carefully followed the results cannot fail to be successful.

An extensive range of Pure Food Products is prepared at the Orchard Factory including:-

CHIVERS

GOLD MEDAL TABLE JELLIES

JELLY CRYSTALS JELLY CREAMS

GOLD MEDAL JAMS

CUSTARD POWDER CAMBRIDGE LEMONADE

LEMON FRUIT DRINK

ENGLISH CANNED FRUITS & VEGETABLES

HONEY OLDE ENGLISH MINCEMEAT

LEMON CURD COFFEE ESSENCE

CALVES FEET JELLY

GRAPE FRUIT MARMALADE

and

OLDE ENGLISH MARMALADE

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5 Apple Mould

68 Orient Cream

42 Marmalade Cheese Cakes

56 Strawberry Gateaux

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